



Virginia Green Travel Organization Profile:



Colonial Connections

Williamsburg, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Colonial Connections

"At **Colonial Connections**, we know the "ins and outs" of Virginia's Historic Triangle - Williamsburg, Jamestown and Yorktown. From accommodations, attraction and museum admissions to dining, outlet shopping, evening programs and leisure activities, we can design a group program that meets your needs. We can provide fully licensed and experienced tour escorts and step-on guides only or complete tour planning including air and ground transportation."



CORE ACTIVITIES for all *Virginia Green Travel Organizations*

☑ This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Colonial Connections** can expect the following practices:

☑ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members and staff and encourage them to join or do business with Virginia Green participants. This partner organization pledges that they:

- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.

☑ **Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of Styrofoam and other disposables at meetings and conferences. This partner pledges that they:

- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs.
- Use silverware instead of plastic utensils.
- Use non-bleached napkins or maintain a supply of cloth napkins.

☑ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, plastic, newspaper, cardboard, packing supplies, electronic equipment
- Purchase recycled-content paper towels and toilet paper
- Purchase from vendors and service providers with a commitment to the environment
- Use electronic correspondence and forms

- Use “green” cleaners that are dispensed in bulk

☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Have low flow toilets

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Have high efficiency heating & air conditioning (HVAC) systems

For more information on **Colonial Connections**, see www.colonialconnections.com or contact **Terri McIlwean** at terri@colonialconnections.com.

For more information on **Virginia Green** program, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth’s campaign to encourage environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

